

ABSTRACT

A method of predicting phenomenon related to climate, and a method of doing business using the prediction analysis is provided. Specifically, the prediction of pest growth and activity, as indicated by weather conditions is provided to assist in crop and turf management. The accuracy of the present prediction method is enhanced by supplementing historical average weather data with current year-to-date measurements and forecast data in the same analysis. The incorporation of current short-term data, along with historical average data provides sensitivity to climatic phenomenon. A method of doing business of providing prediction analysis for a fee through computer facilitated interface is also provided.